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Availability of Selected **FRUITS and JUICES** *in Retail Food Stores*

.....

AUGUST 1959

.....



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

NOVEMBER 1959

PREFACE

This report summarizes information on availability of fresh citrus fruits and certain canned and frozen juices and ades in retail food stores in the United States during August 1958 and 1959. Availability of fresh citrus fruit is expressed both as percentage of all food stores and of those handling some fresh fruit that stocked the audited product. For frozen juices, availability is expressed both as percentage of all food stores and as percentage of those equipped with freezer cabinets. For August information is provided for the first time on the proportion of total dollar sales represented by stores stocking the products and on temperature readings of frozen-juice cabinets in the Nation's food stores. Such information was previously provided for February 1959.

Preceding reports in this series, issued periodically since October 1948, have presented similar information with the exceptions noted. Because of changes in sample composition and data specifications, however, data contained in this report may be classified differently and may vary slightly from those contained in previous reports. Availability information by city size or population of store location and breakouts for New York, Chicago, and Los Angeles have been discontinued. Stores in these cities are included in the appropriate region for August 1959, and regional data for August 1958 have been revised to reflect this change. Availability data by annual volume of store business were continued in August 1959, but revision in the classification makes August 1958 data comparable only for stores doing an annual volume of \$100,000 to \$300,000.

Data in this report are based on a representative sample of approximately 1,700 retail food stores in the five regions indicated in figure 1. By regions, the sample of stores audited was designed to yield 425 stores in the Northeast including 175 in the New York metropolitan area, 400 in the North Central region including 150 in the Chicago metropolitan area, 250 stores in the South, 250 stores in the Mountain-Southwest, and 375 in the Pacific region including 125 in Los Angeles metropolitan area.

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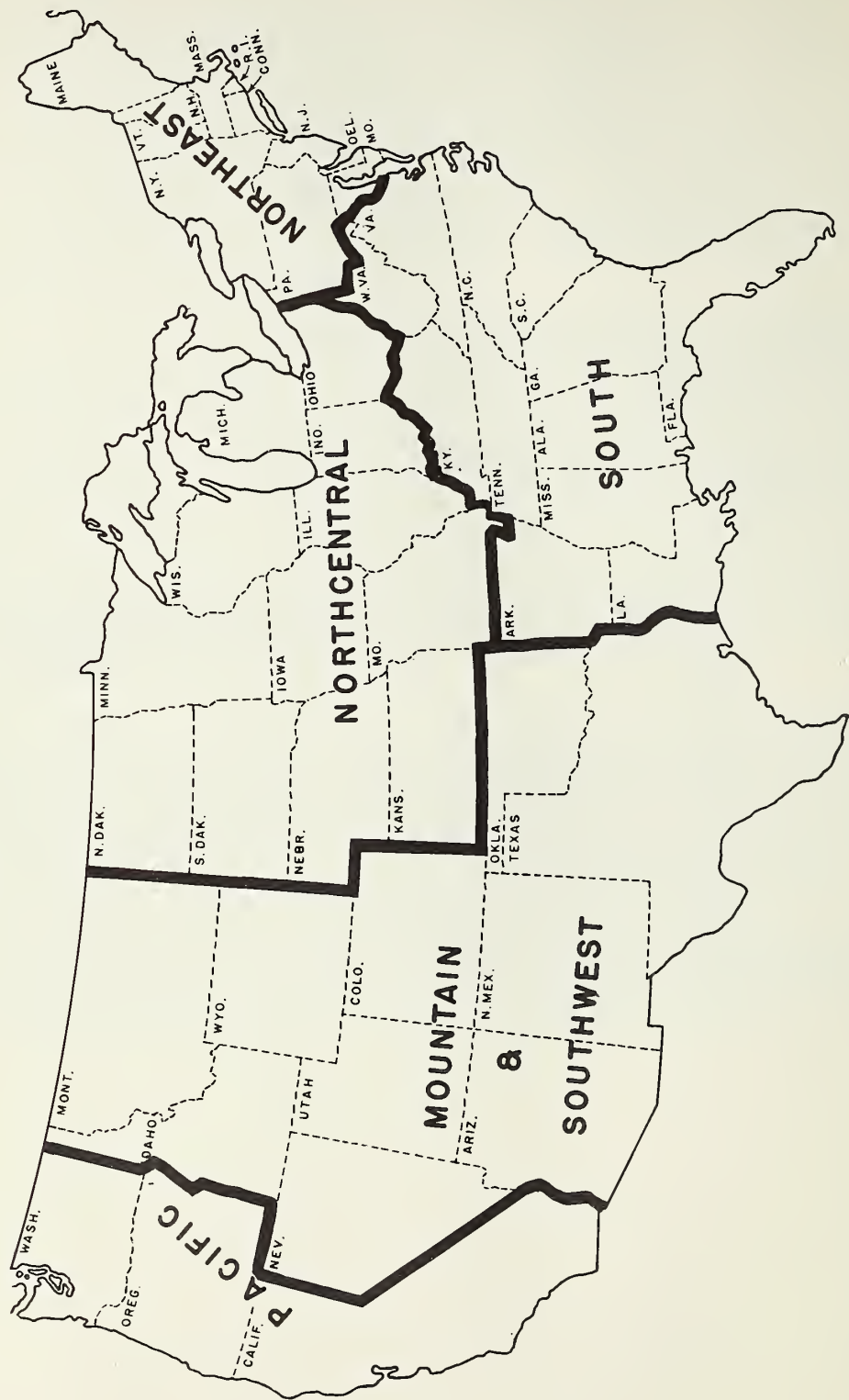
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Figure I.- REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



AVAILABILITY OF SELECTED FRUITS AND JUICES IN RETAIL FOOD STORES

August 1959

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Market Development Research Division
Agricultural Marketing Service

SUMMARY

Frozen concentrated orange juice was available to shoppers in a record-high 77 percent of the Nation's food stores in August 1959. Stores stocking the product accounted for 95 percent of all grocery sales, thereby offering excellent exposure to the Nation's consumers of the largest pack of frozen concentrated orange juice on record.

There was almost no change from August a year earlier in proportion of retail food stores offering frozen concentrated grapefruit juice or frozen single-strength lemon juice.

Chilled orange juice continued to show improved retail store distribution, being stocked by 46 percent of all food stores, which accounted for 69 percent of total grocery sales.

Improved availability compared with August a year earlier was found for both frozen concentrated lemonade and canned single-strength orangeade. Availability of other frozen concentrated ades and shelf-pack concentrated ades was down slightly or unchanged.

Except for lemon juice, which was more widely available than in August 1958, there was little change in the availability of other canned single-strength juices that were audited. Orange, grapefruit, prune, pineapple, and tomato juices were each stocked by stores that accounted for 96 percent or more of all food sales.

Canned grapefruit sections were available to shoppers in 65 percent of the Nation's food stores, or stores that did 90 percent of the food business.

Fresh oranges were more readily available than in August 1958 but fresh lemons were handled by the same proportion of stores as a year earlier. Fresh limes could be purchased in 17 percent of the Nation's stores during August 1959 but these stores accounted for 50 percent of the total grocery sales of all stores.

FROZEN JUICES, REFRIGERATED JUICES AND ADES

Orange concentrate: Frozen concentrated orange juice was stocked by a record high proportion--77 percent--of the Nation's food stores in

August 1959. Although this proportion would indicate considerable room for further increase, the 23 percent of stores not stocking the product were primarily the smallest stores and stores not equipped to handle frozen products. This segment of market if reached by distributors of frozen concentrate would offer only a limited opportunity for sales expansion. Close to maximum exposure to consumer buying power was received, as stores stocking the product did 95 percent of the grocery business in August 1959 and represented 94 percent of stores equipped with freezer cabinets (table 2).

The South, where only 55 percent of all stores and 89 percent of those equipped with freezer cabinets stocked frozen concentrated orange juice, appears to offer the best opportunity for expanding availability.

Grapefruit concentrate: There was a slight decline from a year earlier in availability of frozen concentrated grapefruit juice. Only 33 percent of all stores and 40 percent of those equipped to handle frozen products stocked this juice. However, stores stocking represented 66 percent of total grocery sales volume. Availability was higher than in August 1958 in the Pacific and Southern regions but was lower in all other regions. Availability was slightly higher in regional than in national chains and appreciably higher than in independent food stores (table 2).

Single-strength lemon juice: The proportion of stores stocking lemon juice in August 1959 was almost unchanged from a year earlier. National chains showed improved availability but little change was found for regional chains and a decline was noted for independent food stores. Slight improvements in availability were found in the Southern and Pacific regions but availability was lower in all other regions. Highest availability was enjoyed in large stores, as indicated by the fact that the 17 percent of stores stocking the product did 34 percent of the total grocery business in August 1959 (table 3).

Chilled orange juice: Continued improvement in retail store availability of chilled orange juice was found in August 1959. It was stocked by 46 percent of all stores in comparison with 43 percent in February 1959 and 44 percent in August 1958. Wider availability compared with a year earlier primarily reflected better distribution among independent food stores although improvement also was noted for regional chains. However, availability in independent outlets continued to be appreciably lower than in either regional or national chains. Availability declined in the North Central region but was higher in all other regions. In the Northeast and Pacific regions 61 and 69 percent, respectively, of the stores stocked chilled orange juice, a much higher level than in other regions (table 3).

Lemonade concentrate: Availability of frozen concentrated lemonade during August 1959 was considerably higher than in August a year earlier or in February 1959. The 70 percent of all stores stocking lemonade during August gave the product exposure to consumers spending 93 percent of the total food dollars. Frozen lemonade was stocked by 86 percent of the stores

equipped to handle frozen foods. The product was almost universally available in chain food stores. While availability was lower in independents than in chains, the overall improvement in availability of this product was primarily a result of increased stocking by independents. The proportion of stores stocking in the South was up from a year earlier, but only 45 percent of the stores carried the product in that region in comparison with 85 percent in the Pacific, where availability was highest (table 4).

Orangeade concentrate: Although availability of frozen concentrated orangeade in August 1959 was seasonally higher than in February 1959, only 15 percent of all retail food stores and 19 percent of those with freezer cabinets offered the product. More than 50 percent of the largest stores--over \$1 million in annual sales--stocked the product, but it could be found in only 9 percent of stores doing under \$100,000 annually. In the Northeast, where 23 percent of the stores offered the product, availability was much higher than in other regions. It was available in chain food stores that accounted for about half of total chain sales, but was available in independents that represented only about one-fourth of independent store sales (table 4).

Limeade concentrate: Shoppers could buy frozen concentrate for limeade in 24 percent of all stores and 29 percent of stores equipped with freezer cabinets in August 1959--in both instances a slightly smaller proportion of stores than a year earlier. Limeade, however, was available to shoppers in stores that accounted for 55 percent of total grocery sales. There was a sizable drop--from 68 percent in August 1958 to 53 percent in August 1959--in the proportion of regional chain stores stocking frozen limeade concentrate but almost no change was found for national chains and independent food outlets (table 4).

Shelf-pack concentrates: Shelf-pack concentrate for orangeade could be purchased in 24 percent of food stores in August 1959, a slightly smaller proportion than during August a year earlier. The decline resulted from decreased distribution among both national and regional chains, as the level of availability in independents was unchanged. From 31 to 48 percent of stores handled the product in all regions except the South where only 11 percent of the stores stocked the product (table 5).

Shelf-pack concentrate for lemonade had about the same level of availability during August 1959--28 percent--as in August a year earlier. A decline in availability in independent food stores was offset by improved availability in both regional and national chains. Increased availability was found in stores in the Mountain-Southwest, but was unchanged or lower in all other regions. Only 8 percent of stores in the South offered shelf-pack lemonade in August 1959.

Single-strength orangeade: There was a sharp improvement in availability of canned single-strength orangeade in August 1959 compared with a year earlier. The 46 percent of stores handling the product accounted for about three-fourths of total grocery sales. Availability was lower than a

year earlier in national chains but was improved considerably in regional chain and independent food stores. Improved availability was found in all regions except the Mountain Southwest where it was almost unchanged from a year earlier. The North Central region showed the greatest improvement in availability (table 5).

CANNED JUICES AND FRUIT

Orange juice: Canned orange juice continued to receive almost maximum exposure to the Nation's food shoppers during August 1959, being stocked in stores that did 97 percent of the total food business. The 90 percent of all stores that offered the product was almost unchanged from a year earlier. Almost all--99 percent--of stores with more than \$500,000 annual sales volume stocked canned orange juice. It could be found in 88 percent of the stores in the smallest size classification--under \$100,000 annual sales volume. Canned orange juice was also readily available in all regions, with the South (where 88 percent of stores stocked it) having the lowest level (table 6).

Grapefruit juice: There was a slight drop from August a year earlier in the proportion of stores stocking canned grapefruit juice. However, the 88 percent of stores that stocked the product accounted for 96 percent of total retail sales. Except for the smallest stores, where 85 percent stocked it, grapefruit juice could be found in 95 percent or more of the Nation's stores. Increased availability in national food chains did not offset a drop for independent food stores. Although the South had the lowest proportion of stores stocking, it was not the lowest region in respect to availability as represented by sales volume of stores stocking. Both the Northeast and North Central regions had slightly lower availability in respect to this measure (table 6).

Tomato juice: Consumers could have had almost complete assurance of finding canned tomato juice in their food stores during August 1959. It was stocked by 94 percent of all stores and those stores accounted for 99 percent of total grocery sales. Tomato juice continued to be the most readily available product audited. Tomato juice was stocked by 92 percent of stores having under \$100,000 annual sales and by practically all stores in the larger size groups. Ninety-four percent of the independent food stores and 100 percent of the chains stocked the product. Regionally, availability was lowest in the South, but even there stores stocking the product accounted for 97 percent of the region's food sales (table 6).

Prune juice: Shoppers could buy prune juice in 81 percent of the Nation's food stores in August 1959. Even with 19 percent of the stores not stocking, only a limited sales increase could be expected from an increase in proportion of stores handling, as 96 percent of the total grocery sales volume was accounted for by those stocking. Availability was highest in the Pacific region where 96 percent of stores stocked and lowest in the South where 65 percent offered the product (table 6).

Pineapple juice: Pineapple juice could be bought in 86 percent of United States retail food stores during August 1959. It was stocked by all national chains, 98 percent of regional chains, and 85 percent of independent food stores. Only shoppers patronizing the smallest stores--under \$100,000 in annual sales volume--would have experienced any difficulty in obtaining pineapple juice, and even here, 82 percent of stores stocked the product. Highest availability was found in the Mountain-Southwest region where 94 percent of the stores stocked and lowest availability was in the South where 79 percent stocked (table 6).

Lemon juice: Single-strength lemon juice was offered by 66 percent of the Nation's food stores in August 1959 compared with 59 percent a year earlier. Improved availability was found for both the small size--5-1/2 and 6 ounces--and other sizes. Other sizes, stocked by 54 percent of the stores were more widely available than the 5-1/2 and 6-ounce sizes, which were stocked by 32 percent of stores (table 6).

Pineapple-grapefruit drink: Food shoppers could buy pineapple-grapefruit drink in 52 percent of stores in August 1959 in comparison with 56 percent in February 1959. Availability in August was closely related to size of store, ranging from 40 percent of stores with less than \$100,000 annual sales volume to 94 percent for stores doing over \$1 million. Only about half of the independents stocked the product in comparison with over 90 percent for chain food outlets. Highest availability was found in the North Central where 64 percent of stores stocked, and lowest availability was found in the South where 33 percent stocked the product (table 7).

Grapefruit sections: Availability of canned grapefruit sections continued to be stable with 65 percent of stores stocking in August in both 1958 and 1959. Stores offering the product accounted for 90 percent of total food sales. There was a drop in availability in the Mountain-Southwest and North Central regions but this was offset by slight improvements in availability in the Northeast and the South (table 7).

FRESH CITRUS FRUIT

Oranges: Shoppers could buy fresh oranges in 78 percent of the Nation's food stores in August 1959 compared with 74 percent of stores in August 1958. Of stores offering some fresh fruit, 81 percent stocked oranges in August 1959. Stores offering fresh oranges accounted for 94 percent of the grocery sales volume represented by all stores. Improved distribution compared with August a year earlier was noted for both independent and regional chain food stores, while availability was slightly lower in national chains. Regionally, availability was almost unchanged in the North Central States but was considerably lower than a year earlier in the Northeast and slightly lower in the Pacific. However, considerable improvement occurred in both the South and Mountain-Southwest regions (table 8).

Lemons: Availability of lemons as measured by the proportion of retail food stores stocking during August 1959 was unchanged from a year earlier. Eighty-nine percent of all stores and 92 percent of stores that stocked some fresh fruit stocked fresh lemons during August 1959. Fresh lemons were available to shoppers in stores that did 96 percent of the total retail food business. Lowest availability of lemons was found in the Northeast where only 82 percent of stores stocked, while the highest availability level--93 percent of stores stocking--was shared by the North Central and Mountain-Southwest regions (table 8).

Limes: Fresh limes were offered consumers by 17 percent of all food stores in August 1959. Only 8 percent of stores having under \$100,000 in annual sales stocked limes but 72 percent of stores with \$1 million and over in annual sales handled the product. Better availability in larger stores is further reflected by the fact that the 17 percent of stores stocking limes represented 50 percent of the total grocery sales volume of all stores. Regionally the proportion of stores handling was above the U. S. average in all regions except the South where only 8 percent of stores stocked (table 8).

Table 1.--Fruits and juices: Percentage of all retail food stores having specified products available, August 1958 and August 1959, and percentage of annual sales volume represented by stores stocking August 1959

| Products | Stores stocking | | Sales volume represented | |
|----------------------------------|-----------------|---------|--------------------------|---------|
| | 1958 | 1959 | 1958 | 1959 |
| | Percent | Percent | Percent | Percent |
| Frozen concentrated juices: | | | | |
| Orange..... | 69 | 77 | 95 | |
| Grapefruit..... | 34 | 33 | 66 | |
| Lemon 1/..... | 18 | 17 | 34 | |
| Chilled juice: | | | | |
| Orange..... | 44 | 46 | 69 | |
| Frozen concentrate for ades: | | | | |
| Lemonade..... | 64 | 70 | 93 | |
| Orangeade..... | 14 | 15 | 38 | |
| Limeade..... | 26 | 24 | 55 | |
| Shelf-pack concentrate for ades: | | | | |
| Orangeade..... | 28 | 24 | 49 | |
| Lemonade..... | 27 | 28 | 55 | |
| Canned single-strength ade: | | | | |
| Orangeade..... | 38 | 46 | 73 | |
| Canned single-strength juices: | | | | |
| Orange..... | 92 | 90 | 97 | |
| Grapefruit..... | 89 | 88 | 96 | |
| Lemon..... | 59 | 66 | 91 | |
| Prune..... | 84 | 81 | 96 | |
| Pineapple..... | 2/ | 86 | 97 | |
| Tomato..... | 94 | 94 | 99 | |
| Canned drinks: | | | | |
| Pineapple-grapefruit..... | 2/ | 52 | 82 | |
| Canned fruit: | | | | |
| Grapefruit sections..... | 65 | 65 | 90 | |
| Fresh fruits: | | | | |
| Oranges..... | 74 | 78 | 94 | |
| Lemons..... | 89 | 89 | 96 | |
| Limes..... | 2/ | 17 | 50 | |

1/ Frozen single-strength juice.

2/ Data for 1958 not obtained.

Table 2.--Frozen concentrated juices: Percentage of retail food stores having specified products available, August 1958 and August 1959 and percentage of annual sales volume represented by stores stocking August 1959, by store classification and location.

| | Frozen concentrated orange juice | | | | Frozen concentrated grapefruit juice | | | |
|--------------------------------------|----------------------------------|---------------------------------|---------------------------------|---------------------------------|--------------------------------------|---------------------------------|---------------------------------|---------------------------------|
| | All stores | | Stores with freezer cabinets | | All stores | | Stores with freezer cabinets | |
| Store classification and location | Stores :Sales volume: :stocking | Stores :Sales volume: :stocking | Stores :Sales volume: :stocking | Stores :Sales volume: :stocking | Stores :Sales volume: :stocking | Stores :Sales volume: :stocking | Stores :Sales volume: :stocking | Stores :Sales volume: :stocking |
| | 1958 | 1959 | 1958 | 1959 | 1958 | 1959 | 1958 | 1959 |
| | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. |
| U. S. total..... | 69 | 77 | 95 | 87 | 94 | 98 | 34 | 33 |
| Volume of store business annually: | | | | | | | | |
| Under \$100,000..... | 1/ | 68 | 76 | 1/ | 92 | 93 | 1/ | 21 |
| \$100,000-\$299,999..... | 96 | 96 | 96 | 97 | 97 | 97 | 57 | 54 |
| \$300,000-\$499,999..... | 1/ | 97 | 98 | 1/ | 98 | 99 | 1/ | 64 |
| \$500,000-\$999,999..... | 1/ | 98 | 98 | 1/ | 98 | 98 | 1/ | 72 |
| \$1,000,000 and over..... | 1/ | 100 | 100 | 1/ | 100 | 100 | 1/ | 83 |
| Type of store management: | | | | | | | | |
| National chains..... | 97 | 97 | 98 | 97 | 97 | 98 | 66 | 67 |
| Regional chains 2/..... | 99 | 98 | 100 | 99 | 98 | 100 | 73 | 71 |
| Independent groceries..... | 67 | 75 | 91 | 86 | 93 | 97 | 31 | 30 |
| Store location by region or city 3/: | | | | | | | | |
| Northeast..... | 75 | 87 | 97 | 87 | 97 | 99 | 44 | 40 |
| North Central..... | 78 | 85 | 95 | 89 | 94 | 96 | 35 | 31 |
| South..... | 49 | 55 | 89 | 79 | 89 | 98 | 20 | 24 |
| Mountain-Southwest..... | 72 | 74 | 96 | 91 | 93 | 99 | 39 | 33 |
| Pacific..... | 88 | 71 | 98 | 95 | 94 | 98 | 39 | 47 |

1/ Comparable data for 1958 not obtained.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; August 1958 data revised.

Table 3.--Frozen and refrigerated single-strength juices: Percentage of retail food stores having specified products available, August 1958 and August 1959, and percentage of annual sales volume represented by stores stocking, August 1959, by store classification and location.

| Store classification and location | Frozen single-strength lemon juice | | | | Chilled orange juice | | | |
|--------------------------------------|------------------------------------|------|----------------------------------|------|----------------------------------|------|-------------------------------|------|
| | All stores | | Stores with freezer cabinets | | All stores | | All stores | |
| | Stores stocking | | Stores stocking | | Stores stocking | | Stores stocking | |
| | :Sales volume: :represented : | | :Sales volume: :represented : | | :Sales volume: :represented : | | :Sales volume :represented | |
| | 1958 | 1959 | 1958 | 1959 | 1958 | 1959 | 1958 | 1959 |
| | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. |
| U. S. total..... | 18 | 17 | 23 | 20 | 35 | 44 | 46 | 69 |
| Volume of store business annually: | | | | | | | | |
| Under \$100,000..... | 1/ | 11 | 1/ | 14 | 16 | 1/ | 37 | 42 |
| \$100,000-\$299,999..... | 27 | 27 | 27 | 27 | 27 | 53 | 63 | 63 |
| \$300,000-\$499,999..... | 1/ | 31 | 1/ | 31 | 33 | 1/ | 76 | 78 |
| \$500,000-\$999,999..... | 1/ | 38 | 1/ | 38 | 39 | 1/ | 66 | 66 |
| \$1,000,000 and over..... | 1/ | 43 | 1/ | 43 | 42 | 1/ | 79 | 80 |
| Type of store management: | | | | | | | | |
| National chains..... | 21 | 29 | 21 | 29 | 34 | 62 | 62 | 67 |
| Regional chains 1/..... | 32 | 33 | 32 | 33 | 38 | 70 | 73 | 81 |
| Independent groceries..... | 17 | 15 | 22 | 19 | 33 | 42 | 44 | 62 |
| Store location by region or city 3/: | | | | | | | | |
| Northeast..... | 22 | 17 | 26 | 19 | 34 | 56 | 61 | 82 |
| North Central..... | 18 | 15 | 20 | 17 | 35 | 44 | 38 | 51 |
| South..... | 13 | 15 | 21 | 24 | 33 | 34 | 37 | 78 |
| Mountain-Southwest..... | 25 | 21 | 32 | 26 | 54 | 32 | 36 | 54 |
| Pacific..... | 16 | 18 | 17 | 19 | 23 | 60 | 69 | 79 |

1/ Comparable data for 1958 not obtained.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; August 1958 data revised.

Table 4.--Frozen concentrated ades: Percentage of retail food stores having specified products available, August 1958 and August 1959 and percentage of annual sales volume represented by stores stocking, August 1959 by store classification and location.

| Store classification and location | Lemonade | | | Orangeade | | | Limeade | | |
|--------------------------------------|-----------------|--------------------------|------|-----------------|--------------------------|------|-----------------|--------------------------|------|
| | Stores stocking | Sales volume represented | Pct. | Stores stocking | Sales volume represented | Pct. | Stores stocking | Sales volume represented | Pct. |
| | 1958 | 1959 | | 1958 | 1959 | | 1958 | 1959 | |
| <u>All Stores</u> | Pct. | Pct. | | Pct. | Pct. | | Pct. | Pct. | |
| U. S. total..... | 64 | 70 | 93 | 14 | 15 | 38 | 26 | 24 | 55 |
| Volume of store business annually: | | | | | | | | | |
| Under \$100,000..... | 1/ | 60 | 69 | 1/ | 9 | 10 | 1/ | 15 | 19 |
| \$100,000-\$299,999..... | 38 | 90 | 90 | 25 | 20 | 20 | 45 | 34 | 34 |
| \$300,000-\$499,999..... | 1/ | 94 | 95 | 1/ | 37 | 39 | 1/ | 53 | 52 |
| \$500,000-\$999,999..... | 1/ | 97 | 97 | 1/ | 41 | 41 | 1/ | 67 | 67 |
| \$1,000,000 and over..... | 1/ | 99 | 99 | 1/ | 54 | 55 | 1/ | 72 | 73 |
| Type of store management: | | | | | | | | | |
| National chains..... | 96 | 98 | 98 | 52 | 46 | 48 | 63 | 62 | 66 |
| Regional chains 2/..... | 96 | 95 | 96 | 45 | 41 | 52 | 68 | 53 | 65 |
| Independent groceries..... | 61 | 67 | 87 | 12 | 13 | 26 | 22 | 21 | 46 |
| Store location by region or city 3/: | | | | | | | | | |
| Northeast..... | 69 | 80 | 95 | 17 | 23 | 58 | 26 | 20 | 51 |
| North Central..... | 75 | 82 | 94 | 16 | 14 | 28 | 27 | 33 | 55 |
| South..... | 40 | 45 | 84 | 9 | 11 | 22 | 16 | 17 | 57 |
| Mountain-Southwest..... | 70 | 68 | 93 | 15 | 12 | 42 | 41 | 26 | 58 |
| Pacific..... | 84 | 85 | 96 | 12 | 14 | 34 | 32 | 29 | 61 |
| <u>Stores With Freezer Cabinets</u> | | | | | | | | | |
| U. S. total..... | 80 | 86 | 95 | 18 | 19 | 40 | 32 | 29 | 57 |
| Volume of store business annually: | | | | | | | | | |
| Under \$100,000..... | 1/ | 81 | 84 | 1/ | 12 | 12 | 1/ | 20 | 23 |
| \$100,000-\$299,999..... | 89 | 92 | 92 | 25 | 21 | 20 | 46 | 35 | 35 |
| \$300,000-\$499,999..... | 1/ | 96 | 96 | 1/ | 38 | 39 | 1/ | 53 | 53 |
| \$500,000-\$999,999..... | 1/ | 97 | 97 | 1/ | 41 | 41 | 1/ | 67 | 67 |
| \$1,000,000 and over..... | 1/ | 99 | 99 | 1/ | 54 | 55 | 1/ | 72 | 73 |
| Type of store management: | | | | | | | | | |
| National chains..... | 96 | 98 | 98 | 52 | 46 | 48 | 63 | 62 | 66 |
| Regional chains 2/..... | 96 | 95 | 96 | 45 | 41 | 52 | 68 | 53 | 65 |
| Independent groceries..... | 78 | 84 | 93 | 15 | 16 | 27 | 29 | 26 | 49 |
| Store location by region or city 3/: | | | | | | | | | |
| Northeast..... | 81 | 90 | 97 | 20 | 26 | 59 | 31 | 22 | 52 |
| North Central..... | 86 | 91 | 95 | 19 | 15 | 29 | 31 | 36 | 56 |
| South..... | 63 | 72 | 92 | 15 | 17 | 25 | 26 | 27 | 63 |
| Mountain-Southwest..... | 88 | 85 | 96 | 19 | 15 | 43 | 51 | 32 | 60 |
| Pacific..... | 91 | 88 | 96 | 13 | 15 | 34 | 34 | 30 | 62 |

1/ Comparable data for 1958 not obtained.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; August 1958 data revised.

Table 5.--Shelf-pack ades: Percentage of retail food stores having specified products available, August 1958 and August 1959 and percentage of annual sales volume represented by stores stocking, August 1959 by store classification and location.

| Store classification and location | All stores | | | | | | | | | | | |
|-------------------------------------|---------------------------|---------------|--------------|--------------------------|---------------|--------------|----------------------------------|---------------|--------------|--------------|---------------|--------------|
| | Concentrate for orangeade | | | Concentrate for lemonade | | | Canned single-strength orangeade | | | | | |
| | Stores | :Sales volume | : stocking | Stores | :Sales volume | : stocking | Stores | :Sales volume | : stocking | Stores | :Sales volume | : stocking |
| | :represented | :represented | :represented | :represented | :represented | :represented | :represented | :represented | :represented | :represented | :represented | :represented |
| | 1958 | 1959 | Pct. | 1958 | 1959 | Pct. | 1958 | 1959 | Pct. | 1958 | 1959 | Pct. |
| U. S. total | 28 | 24 | 49 | 27 | 28 | 55 | 38 | 46 | 73 | | | |
| Volume of store business annually: | | | | | | | | | | | | |
| Under \$100,000 | 1/ | 20 | 26 | 1/ | 16 | 19 | 1/ | 37 | 40 | | | |
| \$100,000-\$299,999 | 42 | 39 | 40 | 38 | 34 | 34 | 58 | 61 | 62 | | | |
| \$300,000-\$499,999 | 1/ | 58 | 54 | 1/ | 54 | 52 | 1/ | 76 | 74 | | | |
| \$500,000-\$999,999 | 1/ | 59 | 59 | 1/ | 52 | 52 | 1/ | 79 | 79 | | | |
| \$1,000,000 and over | 1/ | 70 | 71 | 1/ | 63 | 63 | 1/ | 87 | 87 | | | |
| Type of store management: | | | | | | | | | | | | |
| National chains | 76 | 62 | 65 | 44 | 52 | 52 | 85 | 74 | 80 | | | |
| Regional chains 2/ | 62 | 60 | 67 | 55 | 58 | 62 | 79 | 85 | 86 | | | |
| Independent groceries | 25 | 25 | 44 | 24 | 21 | 39 | 35 | 43 | 63 | | | |
| Store location by region or city 3/ | | | | | | | | | | | | |
| Northeast | 35 | 33 | 61 | 37 | 33 | 59 | 37 | 41 | 72 | | | |
| North Central | 32 | 35 | 51 | 30 | 26 | 42 | 39 | 59 | 74 | | | |
| South | 12 | 11 | 32 | 12 | 8 | 26 | 31 | 33 | 65 | | | |
| Mountain-Southwest | 25 | 31 | 58 | 17 | 27 | 54 | 51 | 50 | 76 | | | |
| Pacific | 49 | 48 | 78 | 40 | 40 | 67 | 51 | 64 | 84 | | | |

1/ Comparable data for 1958 not obtained.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; August 1958 data revised.

Table 6.--Canned single strength juices: Percentage of all retail food stores having specified products available, August 1958 and August 1959, and percentage of annual sales volume represented by stores stocking, August 1959 by store classification and location.

| Store classification and location | Orange | | | Grapefruit | | | Tomato | | | Prune | | |
|-------------------------------------|--|------|------|--|------|------|--|------|------|--|------|------|
| | Stores stocking : Sales volume : represented : | | | Stores stocking : Sales volume : represented : | | | Stores stocking : Sales volume : represented : | | | Stores stocking : Sales volume : represented : | | |
| | 1958 | 1959 | Pct. | 1958 | 1959 | Pct. | 1958 | 1959 | Pct. | 1958 | 1959 | Pct. |
| U. S. total..... | 92 | 90 | 97 | 89 | 88 | 96 | 94 | 94 | 99 | 84 | 81 | 96 |
| Volume of store business annually: | | | | | | | | | | | | |
| Under \$100,000..... | 1/ | 88 | 90 | 1/ | 85 | 86 | 1/ | 92 | 94 | 1/ | 75 | 80 |
| \$100,000-\$299,999..... | 99 | 94 | 99 | 97 | 95 | 95 | 99 | 99 | 100 | 98 | 94 | 95 |
| \$300,000-\$499,999..... | 1/ | 98 | 98 | 1/ | 97 | 98 | 1/ | 99 | 99 | 1/ | 98 | 99 |
| \$500,000-\$999,999..... | 1/ | 99 | 99 | 1/ | 96 | 96 | 1/ | 100 | 100 | 1/ | 99 | 99 |
| \$1,000,000 and over..... | 1/ | 99 | 99 | 1/ | 98 | 98 | 1/ | 100 | 100 | 1/ | 99 | 99 |
| Type of store management: | | | | | | | | | | | | |
| National chains..... | 100 | 99 | 99 | 95 | 98 | 98 | 100 | 100 | 100 | 100 | 97 | 99 |
| Regional chains 2/..... | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 100 | 100 | 99 | 100 | 99 |
| Independent groceries..... | 91 | 89 | 95 | 89 | 87 | 93 | 94 | 94 | 98 | 83 | 79 | 92 |
| Store location by region or city 3/ | | | | | | | | | | | | |
| Northeast..... | 93 | 91 | 97 | 92 | 89 | 94 | 96 | 94 | 99 | 93 | 89 | 96 |
| North Central..... | 92 | 91 | 97 | 88 | 87 | 94 | 97 | 97 | 99 | 88 | 84 | 96 |
| South..... | 88 | 86 | 96 | 85 | 83 | 95 | 89 | 90 | 97 | 68 | 65 | 91 |
| Mountain-Southwest..... | 94 | 89 | 97 | 94 | 97 | 99 | 98 | 96 | 100 | 87 | 83 | 97 |
| Pacific..... | 96 | 94 | 98 | 95 | 93 | 99 | 97 | 97 | 99 | 94 | 96 | 99 |
| Pineapple | | | | | | | | | | | | |
| 5/ 86 | 97 | 28 | 32 | 54 | 46 | 54 | 46 | 54 | 84 | 59 | 66 | 91 |
| Volume of store business annually: | | | | | | | | | | | | |
| Under \$100,000..... | 5/ 82 | 84 | 25 | 28 | 1/ | 44 | 1/ | 43 | 50 | 1/ | 54 | 62 |
| \$100,000-\$299,999..... | 5/ 97 | 98 | 43 | 44 | 71 | 54 | 1/ | 75 | 76 | 87 | 90 | 90 |
| \$300,000-\$499,999..... | 5/ 97 | 98 | 48 | 54 | 1/ | 56 | 1/ | 86 | 85 | 1/ | 96 | 96 |
| \$500,000-\$999,999..... | 5/ 98 | 98 | 56 | 56 | 1/ | 66 | 1/ | 92 | 92 | 1/ | 96 | 96 |
| \$1,000,000 and over..... | 5/ 100 | 99 | 65 | 66 | 1/ | 66 | 1/ | 96 | 96 | 1/ | 99 | 99 |
| Type of store management: | | | | | | | | | | | | |
| National chains..... | 5/ 100 | 100 | 77 | 69 | 84 | 69 | 84 | 91 | 95 | 96 | 98 | 98 |
| Regional chains 2/..... | 5/ 98 | 98 | 59 | 59 | 82 | 59 | 82 | 91 | 94 | 91 | 98 | 99 |
| Independent groceries..... | 5/ 85 | 94 | 25 | 46 | 43 | 46 | 43 | 51 | 74 | 56 | 63 | 85 |
| Store location by region or city 3/ | | | | | | | | | | | | |
| Northeast..... | 5/ 91 | 97 | 31 | 64 | 57 | 64 | 57 | 66 | 88 | 70 | 76 | 93 |
| North Central..... | 5/ 86 | 96 | 27 | 35 | 59 | 35 | 59 | 68 | 89 | 71 | 72 | 92 |
| South..... | 5/ 79 | 95 | 21 | 36 | 22 | 36 | 22 | 33 | 74 | 28 | 45 | 83 |
| Mountain-Southwest..... | 5/ 94 | 98 | 38 | 67 | 43 | 67 | 43 | 42 | 78 | 65 | 64 | 92 |
| Pacific..... | 5/ 91 | 98 | 74 | 82 | 47 | 82 | 47 | 59 | 83 | 87 | 88 | 96 |

1/ Comparable data not obtained for 1958.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; August 1958 data revised.

4/ Includes glass containers.

5/ Data not obtained for 1958.

Table 7.--Canned drinks and canned fruit: Percentage of retail food stores having specified products available, August 1958 and August 1959, and percentage of annual sales volume represented by stores stocking, August 1959, by store classification and location.

| Store classification and location | Pineapple-grapefruit drink 1/ | | | Grapefruit sections | | |
|--------------------------------------|-------------------------------|---------------------------|--|---------------------|--------------------------|------|
| | Stores stocking: | Sales volume represented: | | Stores stocking | Sales volume represented | |
| | 1959 | 1959 | | 1958 | 1959 | 1959 |
| | Pct. | Pct. | | Pct. | Pct. | Pct. |
| U. S. total..... | 52 | 82 | | 65 | 65 | 90 |
| Volume of store business annually: | | | | | | |
| Under \$100,000..... | 40 | 46 | | 2/ | 56 | 63 |
| \$100,000-\$299,999..... | 73 | 73 | | 90 | 82 | 83 |
| \$300,000-\$499,999..... | 86 | 85 | | 2/ | 97 | 96 |
| \$500,000-\$999,999..... | 93 | 93 | | 2/ | 95 | 95 |
| \$1,000,000 and over..... | 94 | 94 | | 2/ | 98 | 98 |
| Type of store management: | | | | | | |
| National chains..... | 90 | 89 | | 100 | 95 | 96 |
| Regional chains 3/..... | 92 | 95 | | 96 | 97 | 98 |
| Independent groceries..... | 48 | 72 | | 63 | 62 | 82 |
| Store location by region or city 4/: | | | | | | |
| Northeast..... | 62 | 84 | | 80 | 83 | 96 |
| North Central..... | 64 | 86 | | 79 | 77 | 91 |
| South..... | 33 | 75 | | 37 | 39 | 75 |
| Mountain-Southwest..... | 41 | 80 | | 52 | 46 | 84 |
| Pacific..... | 55 | 83 | | 85 | 85 | 96 |

1/ Data not obtained for 1958.

2/ Comparable data not obtained for 1958.

3/ Includes voluntary chains.

4/ Data for New York City, Chicago, and Los Angeles included in regional totals; August 1958 data revised.

Table 8.--Fresh fruit: Percentage of retail food stores having specified products available, August 1958 and August 1959 and percentage of annual sales volume represented by stores stocking, August 1959, by store classification and location.

| Store classification and location | Oranges | | Lemons | | Limes 1/ | |
|---|-----------------|--------------------------|-----------------|--------------------------|-----------------|--------------------------|
| | Stores stocking | Sales volume represented | Stores stocking | Sales volume represented | Stores stocking | Sales volume represented |
| | 1958 | 1959 | 1958 | 1959 | 1959 | 1959 |
| All Stores | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. |
| U. S. total..... | 74 | 94 | 89 | 96 | 17 | 50 |
| Volume of store business annually: | | | | | | |
| Under \$100,000..... | 2/ | 77 | 85 | 87 | 8 | 9 |
| \$100,000-\$299,999..... | 93 | 94 | 95 | 96 | 28 | 28 |
| \$300,000-\$499,999..... | 2/ | 92 | 97 | 97 | 45 | 43 |
| \$500,000-\$999,999..... | 2/ | 99 | 99 | 99 | 55 | 55 |
| \$1,000,000 and over..... | 2/ | 99 | 99 | 99 | 72 | 72 |
| Type of store management: | | | | | | |
| National chains..... | 100 | 98 | 100 | 100 | 62 | 65 |
| Regional chains 3/..... | 96 | 99 | 98 | 99 | 55 | 66 |
| Independent groceries..... | 73 | 89 | 88 | 94 | 13 | 34 |
| Store location by region or city 4/: | | | | | | |
| Northeast..... | 79 | 91 | 83 | 93 | 22 | 53 |
| North Central..... | 93 | 98 | 93 | 98 | 20 | 53 |
| South..... | 43 | 87 | 89 | 97 | 8 | 39 |
| Mountain-Southwest..... | 83 | 99 | 91 | 99 | 22 | 53 |
| Pacific..... | 95 | 98 | 95 | 98 | 18 | 46 |
| Stores Handling Some Fresh Fruit 5/: | | | | | | |
| U. S. total..... | 87 | 95 | 98 | 97 | 18 | 50 |
| Volume of store business annually: | | | | | | |
| Under \$100,000..... | 2/ | 80 | 90 | 91 | 8 | 10 |
| \$100,000-\$299,999..... | 96 | 94 | 95 | 96 | 29 | 28 |
| \$300,000-\$499,999..... | 2/ | 92 | 97 | 97 | 45 | 43 |
| \$500,000-\$999,999..... | 2/ | 99 | 99 | 99 | 55 | 55 |
| \$1,000,000 and over..... | 2/ | 99 | 99 | 99 | 72 | 72 |
| Type of store management: | | | | | | |
| National chains..... | 100 | 98 | 100 | 100 | 62 | 65 |
| Regional chains 3/..... | 97 | 99 | 98 | 99 | 55 | 66 |
| Independent groceries..... | 86 | 91 | 92 | 95 | 14 | 34 |
| Store location by region or city 4/: | | | | | | |
| Northeast..... | 95 | 91 | 84 | 93 | 22 | 53 |
| North Central..... | 98 | 99 | 95 | 99 | 20 | 53 |
| South..... | 61 | 89 | 96 | 99 | 9 | 40 |
| Mountain-Southwest..... | 91 | 100 | 96 | 99 | 22 | 53 |
| Pacific..... | 99 | 99 | 94 | 99 | 19 | 46 |

1/ Data not obtained for 1958.

2/ Comparable data not obtained for 1958.

3/ Excludes voluntary chains.

4/ Data for New York City, Chicago, and Los Angeles included in regional totals; August 1958 data revised.

5/ Prior to August 1959 audits have been based on stores customarily handling fresh fruit and vegetables.

TEMPERATURE READINGS OF FROZEN JUICE CABINETS IN U. S. RETAIL FOOD STORES

Temperature conditions of juice cabinets in the Nation's retail food stores during August 1959 were only slightly changed from February 1959. As in February, temperatures were determined only in stores having juice cabinets with readable temperature indicators.

In these stores, cabinet temperatures below 0° F. were found in 51 percent of the stores in comparison with 56 percent in February 1959. Temperatures below 10° F., however, were found in 83 percent of stores in August in comparison with 80 percent in February.

As in February, it was found that the largest stores were maintaining lower cabinet temperatures than the smallest ones. Sixty-five percent of stores having over \$1 million annual sales volume had cabinet temperatures below 0° F. while only 48 percent of the stores with less than \$100,000 annual sales had cabinet temperatures in this range. However, when the temperature range was extended upward to 9.9° F., little difference was found between the percentage of the largest stores--86 percent--and the smallest stores--84 percent maintaining cabinet temperatures within the range. For stores in the size classification from \$100,000 to \$1 million there was no appreciable difference in the proportion of stores falling in the below 0° F. range.

Temperatures were not recorded for 16 percent of the stores having frozen food cabinets, as the cabinets in these stores did not have temperature indicators.

Table 9.--Percentage of retail food stores with frozen juice cabinets having specified temperature readings and percentage of stores without cabinet temperature indicator by annual sales volume, February 1959 and August 1959

| Store classification | Readings of cabinets with temperature indicator ^{1/} | | | | Stores without cabinet temperature indicator |
|------------------------------------|---|-----------------|-------------------|-----------------|--|
| | Below 0° F. | 0° F. - 9.9° F. | 10° F. - 19.9° F. | 20° F. and over | |
| | Percent | Percent | Percent | Percent | Percent |
| U. S. total | | | | | |
| February..... | 56 | 24 | 16 | 4 | 15 |
| August..... | 51 | 32 | 15 | 2 | 16 |
| Volume of store business annually: | | | | | |
| Under \$100,000 | | | | | |
| February..... | 52 | 26 | 18 | 4 | 18 |
| August..... | 48 | 36 | 15 | 1 | 19 |
| \$100,000-\$299,999 | | | | | |
| February..... | 62 | 23 | 11 | 4 | 13 |
| August..... | 55 | 31 | 12 | 2 | 13 |
| \$300,000-\$499,999 | | | | | |
| February..... | 60 | 22 | 16 | 2 | 6 |
| August..... | 54 | 21 | 22 | 3 | 12 |
| \$500,000-\$999,999 | | | | | |
| February..... | 61 | 22 | 16 | 1 | 3 |
| August..... | 56 | 20 | 19 | 5 | 6 |
| \$1,000,000 and over | | | | | |
| February..... | 68 | 14 | 15 | 3 | 9 |
| August..... | 65 | 21 | 11 | 3 | 6 |

^{1/} Includes only stores with temperature indicators on cabinets, temperatures of cabinets without an indicator were not measured.

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